

Brentford

Community Council

Founded in 1989

Mrs Marilyn Smith ,
Planning Department (DC)
Civic Centre, Lampton Road,
Hounslow TW3 4DN.

Dear Marilyn ,

**Planning Applications in Brentford:
Non Illuminated Advertisement.
69 High Street, Brentford,
Views of The Planning Consultative Committee BCC.**

Thank you for sending us notice of this application. While we do not think that non illuminated advertisements are out of place on the High Street we consider that individual applications should be seen in the context of guide lines to ensure that the total impact of permitted advertisements is suitable for the location.

Generally it is undesirable for adverts to dominate the urban landscape or to detract attention from the principal shopping facades or protected buildings.

This application contravenes these objectives and should be refused.

As interest in the High Street grows with proposals for the town centre expected from Ballymore it would be more than ever desirable to draft or review any guide lines to avoid urban clutter.

Yours sincerely

Denis Browne
Chairman, Planning Consultative Committee
BCC.

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